ABSTRACT OF THE DISCLOSURE

A boat lift uses a one-way roller bearing in association with a friction disc clutch. A hand-wheel operator provides power input, though a motor may be substituted therefore. A gearing arrangement, a one-way roller bearing and friction clutch, a cable and cable reel for selectively providing tensile force, and a boat support such as a custom hull support or suitable adjustable or universal boat support round out the lift components. Novel couplings permit the handwheel to be rotated and translated axially.